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McDonald's Arch Deluxe

In 1996, McDonald's set out to target more educated tastebuds in a massive advertising campaign for its newest burger creation. We watched while Ronald McDonald golfed, danced, and leisurely hung out with real-life grown-up humans, instead of the puffy Mayor McCheese and that bunch of wacko puppets. Supposedly the Arch Deluxe, with the "Adult Taste", would appeal to those dancers and golfers and anyone else with a sophisticated palate. But let's face it, we're not talking Beef Wellington here. The Arch Deluxe is just a hamburger, after all, with only a couple of elements that set it apart from

the other menu items. The big difference is the creamy brown mustard spread on the sandwich right next to the ketchup. And the burger is assembled on a sesame seed potato roll (which actually tastes very much like your common hamburger bun). Also, you can order the burger with the optional thick-sliced peppered bacon, for an extra ka-ching. Okay, so the plan hasn't quite worked out the way Micky D's had hoped. Sales of the Arch Deluxe have been disappointing, to say the least. That's why I thought this would be a good recipe to clone. You know, for all of you who have been struggling to get by without the Arch Deluxe in your lives. The Arch Deluxe may have gone on to

join the McD.L.T and the McLean Deluxe on the great list of fast food duds from our past. But you can now create a delicious kitchen facsimile of your own with this recipe. And hopefully, in the meantime, Ronald has gone back to work.

1 tablespoon mayonnaise 1/2 teaspoon brown mustard (French's "Hearty Deli" is good) 1 sesame seed hamburger bun 1/4 pound ground beef 1 slice American cheese 1 to 2 tomato slices 1 to 2 lettuce leaves, chopped 1/2 tablespoon ketchup 2 tablespoons chopped onion

1. In a small bowl, mix together the mayonnaise and the brown mustard. Set

aside. 2. Grill the face of each of the buns on a griddle or frying pan over medium heat. 3. Roll the ground beef into a ball and pat it out until it's approximately the same diameter as the bun. 4. Cook meat on hot griddle or frying pan for about 5 minutes per side or until done. Be sure to lightly salt and pepper each side of the patty. 5. Build the burger in the following order, from the bottom up:

On Bottom Bun beef patty American cheese slice 1 to 2 tomato slices lettuce

On Top Bun mayo/mustard ketchup onions

6. Slap the top onto the bottom and serve

hot. Makes one burger.

Tidbits

If you can find thick-sliced pepper bacon in your supermarket, you can add it to the burger just as you could at the restaurant chain. Cut one slice in half after cooking and place the slices next to each other onto the bottom bun before adding the beef patty.